



WOMENSWEAR
SS26 UPDATE
FESTIVAL



LIVETREND

SS26 FESTIVAL UPDATE **INTRODUCTION**



@ericaha2.png



@camilacoelho.png



@madamarino2.png



@ameliamarni.png



UPDATE

Desert Darlings. For Spring/Summer 2026, festivalwear embraces a mix of playful nostalgia, ironic femininity, and rugged individualism: ideal for younger audiences eager to craft expressive, self-styled looks. Key influences include a laid-back take on Rustic Americana, with faded denim, sun-washed cottons, and prairie trims evoking carefree cowgirl charm. Texan Boudoir merges Southern heat with coquette aesthetics (think corsetry, lace, and cowboy boots in sultry, unexpected pairings). The Shamazon archetype blends boho hippie flair à la Isabel Marant with empowered - amazon-inspired sensuality - expressed through chiffon layers, braided leathers, and confident silhouettes. The Tomboy Raver heads into the desert rave scene armed with denim bermudas, oversized sport jerseys, layered jewelry and sweat-drenched bandanas, a gritty fusion of Y2K and DIY rebellion. In contrast, Fairy Parade brings whimsical escapism with pastel tulle, translucent textures and kitsch accessories, creating a dreamy, surreal presence. Lastly, Trad Wife codes are reimagined through puffed sleeves, gingham aprons and nostalgic crochet; twisting cottagecore references into ironic-feminine uniforms. Together, these eclectic references invite designers to remix tradition, subvert archetypes, and meet their audience where fantasy meets freedom.

This report is based on Livetrend data extracted from Instagram and consumer interest analysing the visibility and growth of the trends compared to the same period last year. The percentages show the evolution year on year.

**ACCESS ALL IMAGES
CLICKING HERE**




WOMENSWEAR
SS26 UPDATE
FESTIVAL KEY
CHARACTERS



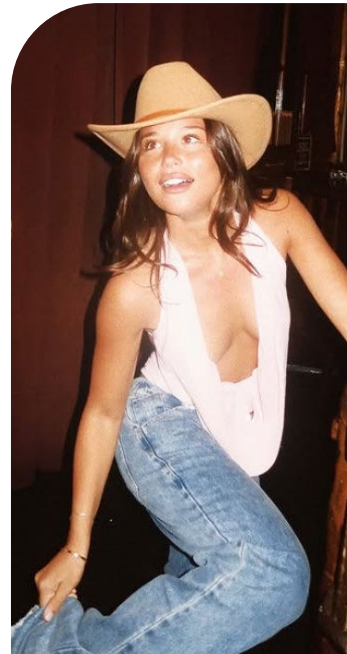
LIVETREND

SS26 FESTIVAL CHARACTERS THE RUSTIC AMERICANA


+110%
YOY



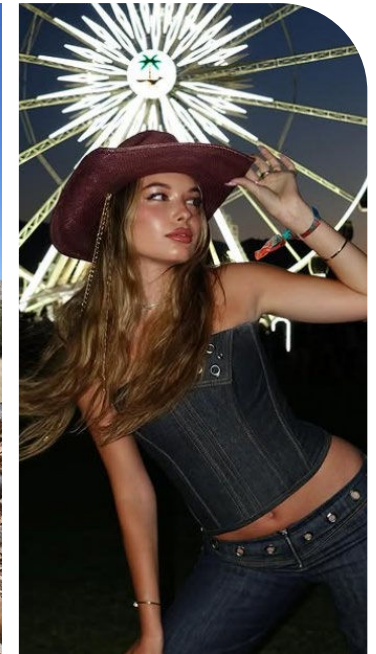
@kimschiele.png



@kairocalvitto.png



@edikt4.png



@onagonfaus2.png



@elenahazinah.png



@emilisindev.png



@reviseddenim.png

SS26 FESTIVAL CHARACTERS **THE TEXAN BOUDOIR**

WWW
+1100%
YOY



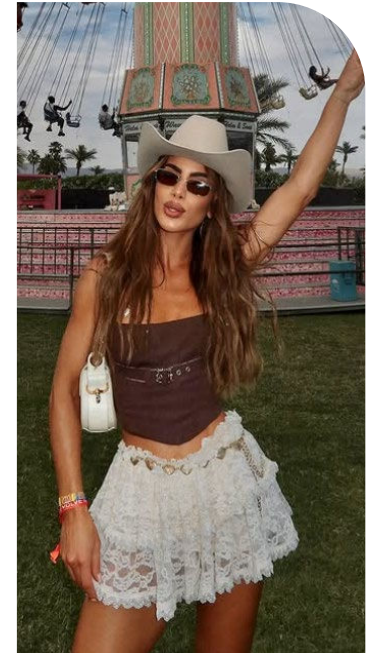
@rileyminford.png



@melissaopx.png



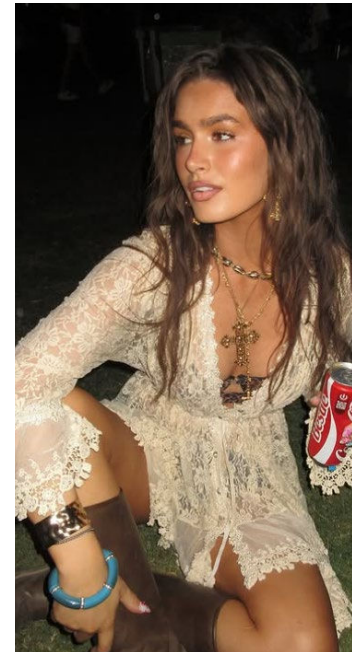
@ameliamarni4.png



@camilacoelho3.png



@lauravanessaw.png



@huttonbutler.png



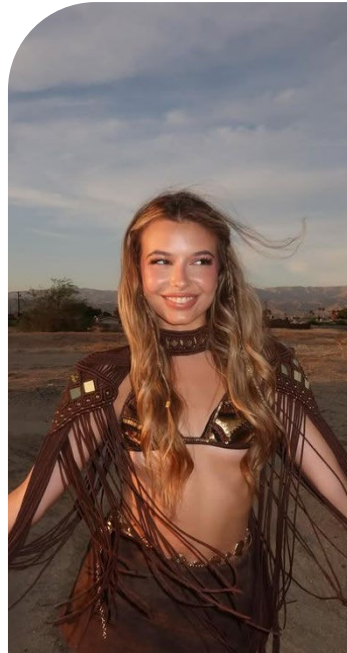
@denisebobe.png

SS26 FESTIVAL CHARACTERS **THE SHAMAZON**

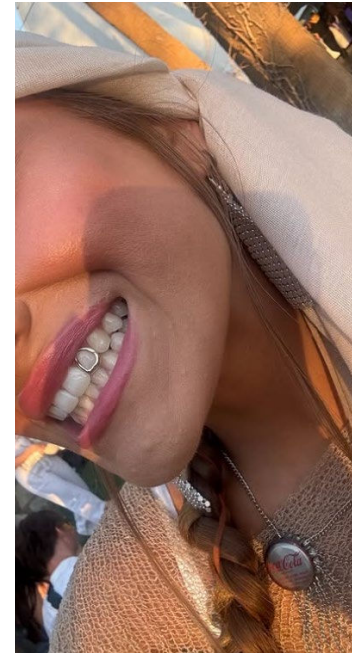
WWW
+200%
YOY



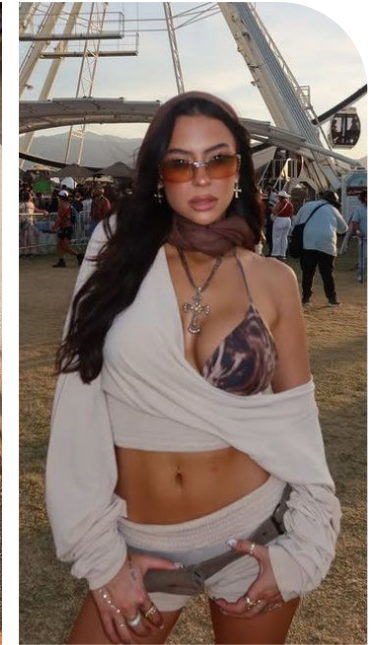
@shellycamar.png



@onagonfaus.png



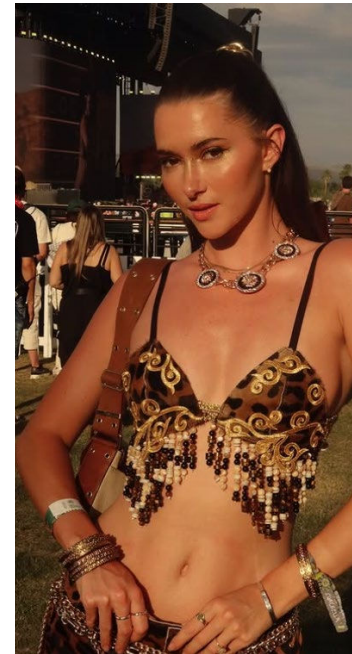
@sophiecornwell.png



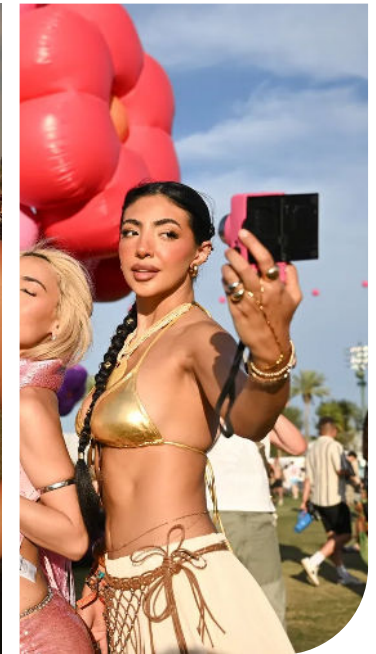
@kaylarichart.png



@maryssayerss.png



@madeleinecwhite3.png



coachella 2025.webp

SS26 FESTIVAL CHARACTERS **THE TOM BOY RAVER**

WWW
+350%
YOY



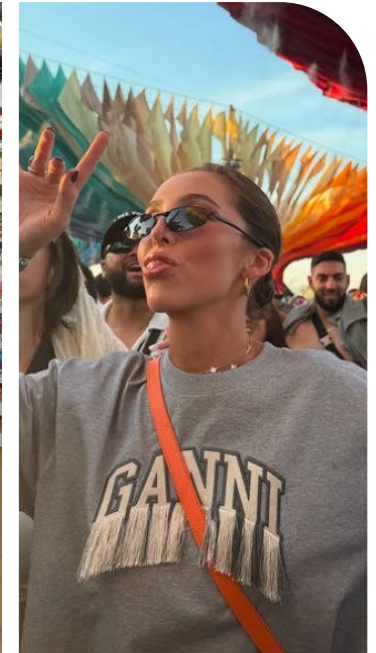
@emilindlev_1.png



@rileysaurage.png



@tessavmontfoort2.png



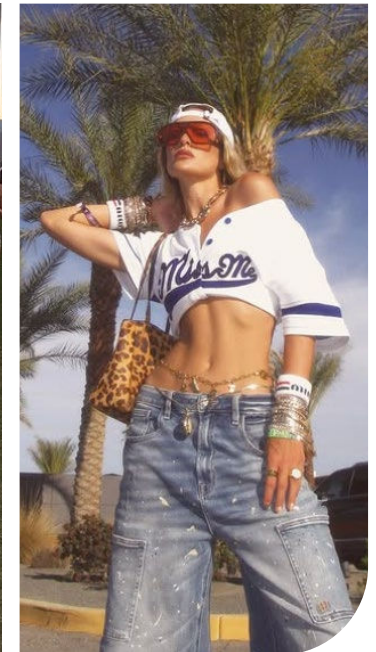
@resemastellon4.png



@jadesmiith.png




@isabellegraff.png



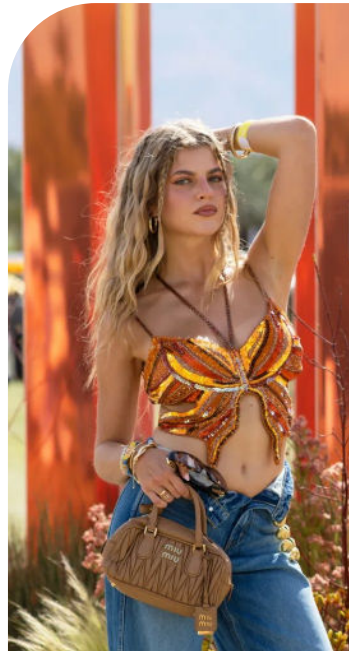
@madisonnwyborny.png

SS26 FESTIVAL CHARACTERS **THE FAIRY PARADE**

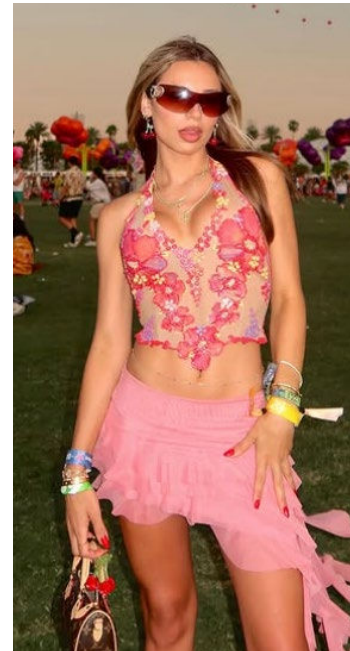

+40%
YOY



@stillianimichaela.jpg



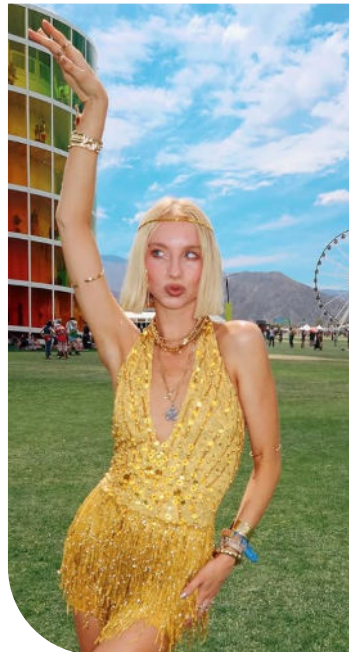
Street-style-coachella-2025.webp



@georgiahassarati.png



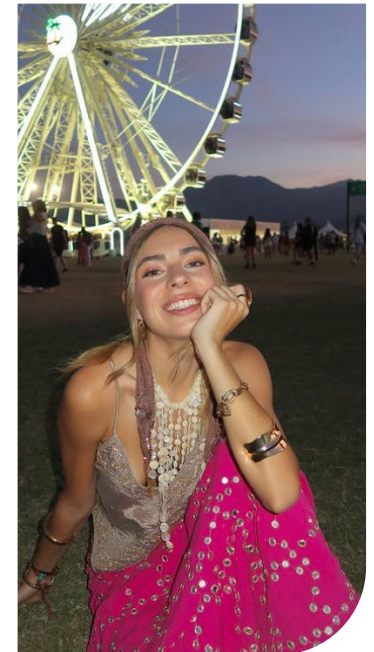
@madeleinecwhite.png



@kirbyj.png



@shellycamar_1.png



@aitanasoriano.png

SS26 FESTIVAL CHARACTERS **THE TRAD WIFE**

WWW
+200%
YOY



@emilisindlev_2.png



Street-style-coachella-2025_1webp



@rileyminford (2).png



@mjheddermann.png



zara_76.jpg



@shopyouandi.png



@aalopez.png



WOMENSWEAR
SS26 UPDATE
FESTIVAL
KEY STYLES



LIVETREND

SS26 FESTIVAL KEY STYLES

EDGY TREND

THE BOHOQUETTE TOP

SAFE TREND

THE LACE LOLITA

www
+200%
YOY



@denisebobe.png

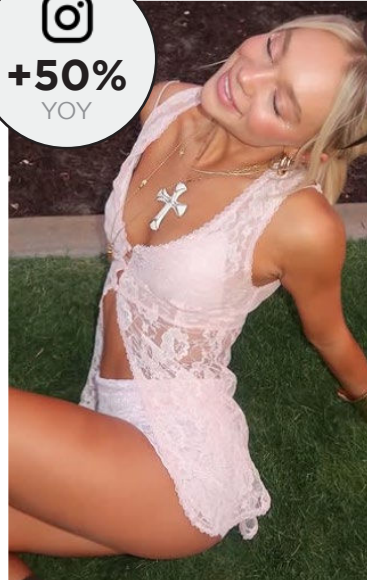


@rileyminford2.png

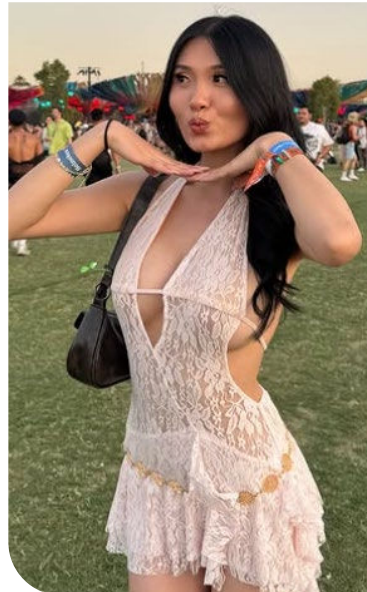


@ameliamarni4.png

ig
+50%
YOY



@averykkroll.png



@jjulianam.png



@jetlaggedlovers.png

SS26 FESTIVAL KEY STYLES

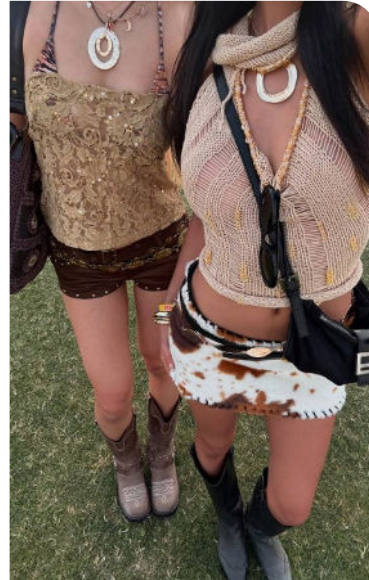
EARLY SIGN

WWW
+900%
YOY



@shellycamar (2).png

THE COWGIRL



@marissaren.png



@edikted.png

STABLE TREND

IG
+17%
YOY

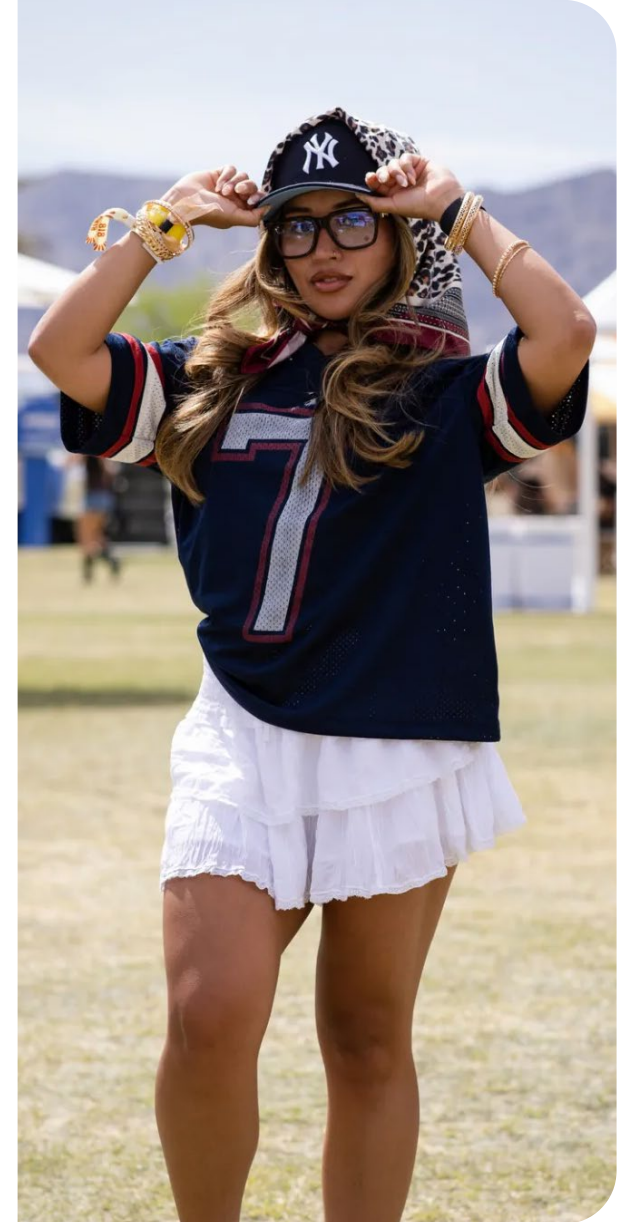


@natbade.png



@kelseylapolla.png

THE TEAM BABE



Street-style-coachella-2025_4.webp

SS26 FESTIVAL KEY STYLES

EARLY SIGN

THE LACE MINI SHORT

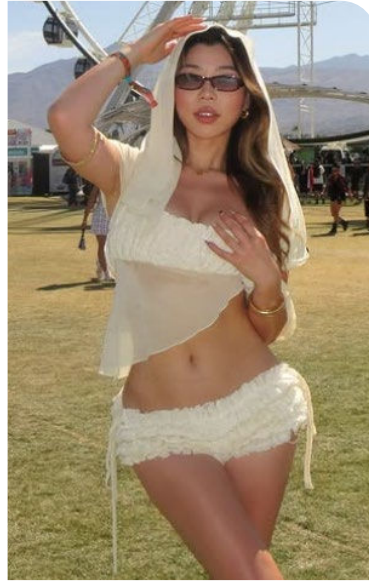
BIG TREND

THE HIPPIE SKIRT

www
+100%
YOY

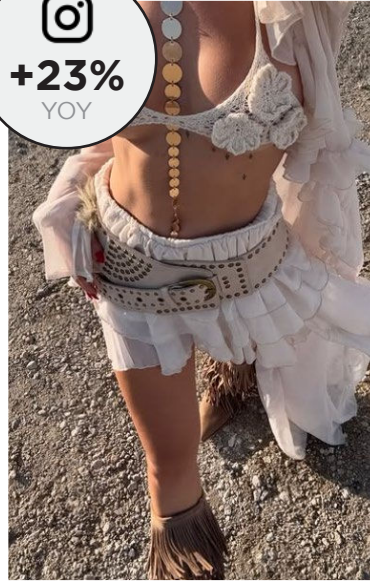


@isabellemathersx.png



@angelswagg.png

ig
+23%
YOY



@abrilcols.png



@moniica.png



@myholanyochoa.png



Street-style-coachella-2025_2.webp


SS26 FESTIVAL KEY STYLES

STABLE TREND

THE TRIANGLE BRA

EDGY TREND

THE PLUNGING NECK


+68%
YOY



@bryannaromero.png



@denisebobe_1.png



@ericaha.png

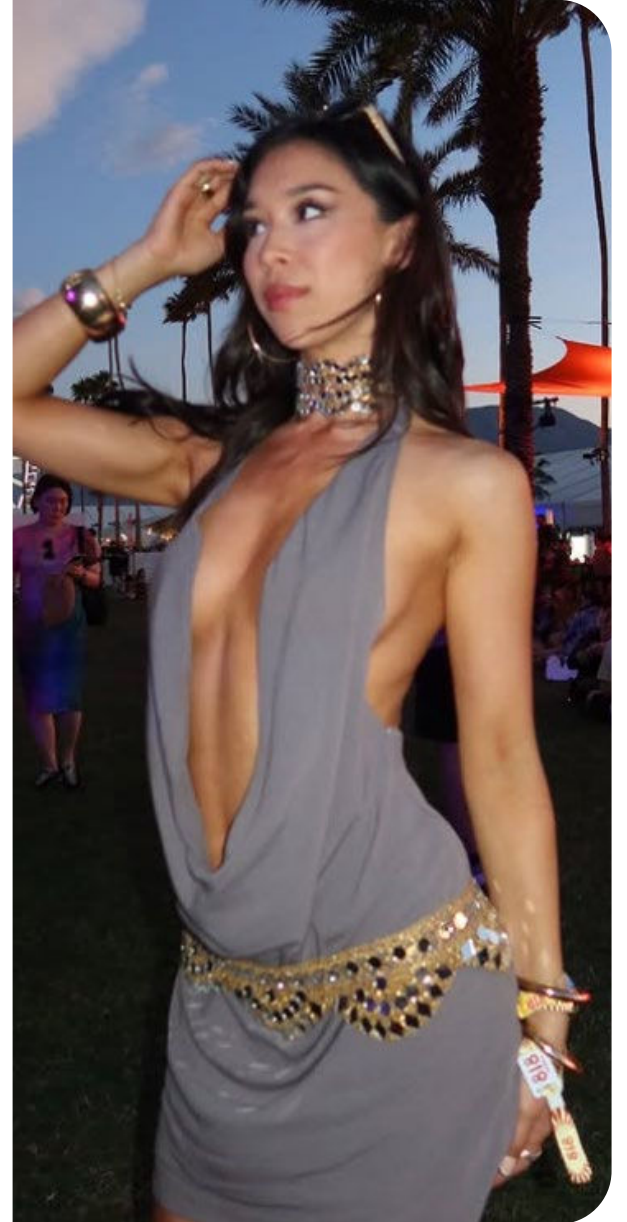

+100%
YOY



@nikkichengg.png



@mollyjcook.png



@laurenwolfe2.png

SS26 FESTIVAL KEY STYLES ACCESSORIES

SAFE TREND

THE FRINGED DETAIL

SAFE TREND

THE COWBOY BELT

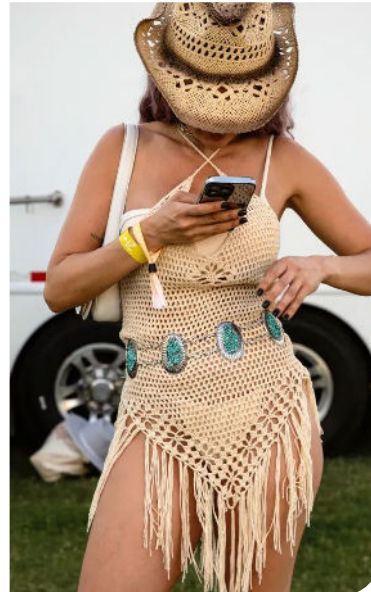
WWW
+250%
YOY



@madamarino.png



@juliaernst.png

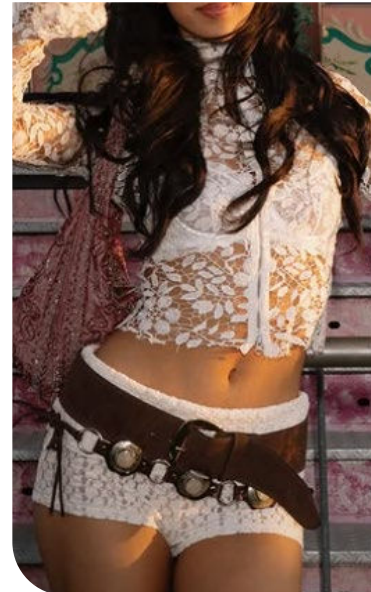


Street-style-coachella-2025_3.webp

IG
+45%
YOY



@madisonnwyborny2.png



@laurenwolfe.png



@andreagate.png


SS26 FESTIVAL KEY STYLES JEWELS

SAFE TREND

THE JEWEL CHAIN BELT

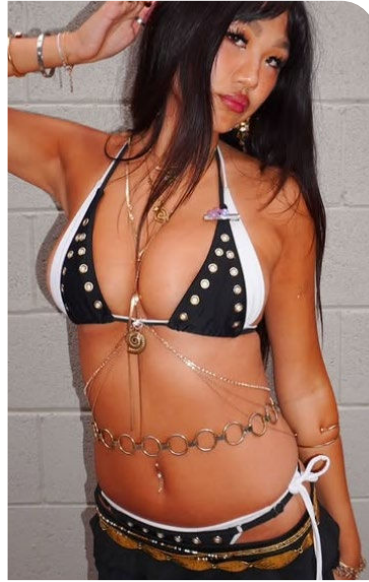
EARLY SIGN

THE OPULENT CROSS



+27%
YOY



@addykate.png



@catyjchoi.png

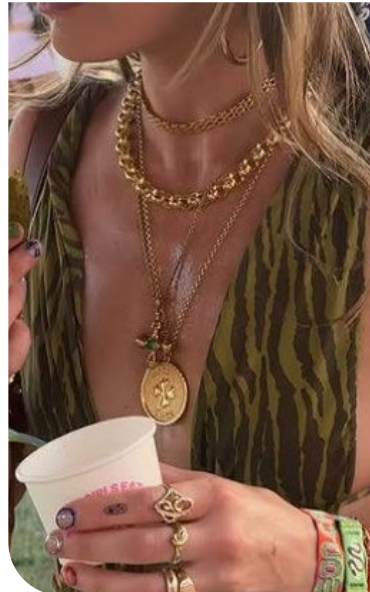

+60%
YOY



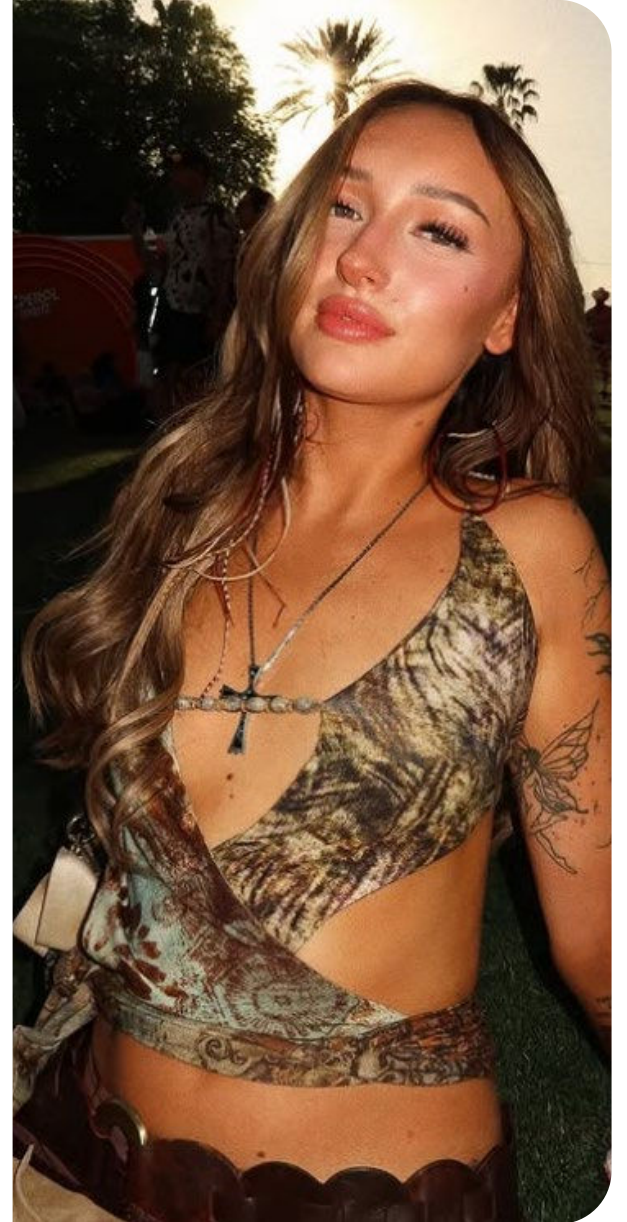
@sarafructuoso.png



@ilikemay.png



@christinakirkman.png



@rhegan777.png

DATA SOURCES & ICONS

TREND GROWTH



MARKET

YEAR ON YEAR TREND GROWTH ON E-COMMERCE



SOCIAL MEDIA

YEAR ON YEAR TREND GROWTH ON INSTAGRAM



CONSUMER INTEREST

YEAR ON YEAR GROWTH OF ONLINE SEARCH VOLUMES



FASHION SHOWS

YEAR ON YEAR TREND GROWTH ON FASHION SHOWS

TREND BEHAVIOR

EDGY TREND

weak signal of a potential micro trend with very high risk

EARLY SIGN

emerging trend with growing perspective but higher risk

SAFE TREND

announced trend with growing perspective and safe risk

BIG TREND

trend with a big magnitude due to high commercial potential and quick adaption

STABLE TREND

trend that is already present in the market with flat growth

LAST CALL

trend with decreasing perspective but still having business potential

TREND MAGNITUDE



MANIFEST

AN ICONIC PRODUCT THAT IS A STABLE TREND OF LARGE MAGNITUDE WITH CONFIRMED COMMERCIAL SUCCESS



INVEST

A CORE PRODUCT REPRESENTING A STEADILY GROWING TREND OF MODERATE MAGNITUDE WITH COMMERCIAL POTENTIAL



TEST

A STATEMENT PRODUCT WITH GROWING PERSPECTIVE BUT SMALLER MAGNITUDE AND HIGHER RISK



DATA TO DRIVE

01 **CREATIVITY**

02 **STRATEGY**

03 **SUSTAINABILITY**



LIVETREND

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